

NEWS RELEASE

RAJAR DATA RELEASE – QUARTER 4, 2007

Issued January 30, 2008, at 18.00hrs



Radio Joint
Audience
Research
Limited

STRICTLY EMBARGOED UNTIL 07.00 HOURS, JANUARY 31, 2008

- **45 million adults listen to UK radio stations each week**
- **17% of UK radio listening is now via a digital platform**
- **DAB ownership up 40% year on year**
- **Radio listening via mobile phone shows steady growth**

Radio listening continues to remain stable and currently stands at 89% of the UK population*, or 45 million listeners, it was revealed today (January 31, 2008) when UK radio audience data for Quarter 4, 2007 was released by RAJAR (Radio Joint Audience Research Ltd). Weekly listening has decreased slightly year on year by 93,000 from 45,045,000 in Q4, 2006 to 44,952,000 in Q4, 2007, but is up 89,000 quarter on quarter.

Radio listening via platform: Data collected this quarter reveals that 16.6% of all radio listening is now via a digital platform, of which

- 9.9% is via DAB
- 3.1% is via DTV and
- 1.9% is via the Internet

Digital listening: Digital listening hours for Q4, 2007 have also increased - up 10% to 169 million hours per week, with listening via DAB showing the most substantial increase - up 16% to 14 million hours quarter on quarter. Listening to digital only services (radio stations which are only available on a digital platform, such as BBC 6 Music or Smash Hits Radio) remained stable at just over 6 million listeners per week in Q4, 2007.

DAB ownership: RAJAR research also shows a steady increase in DAB set ownership with 22.3% of adults (15+) in Q4, 2007 claiming to own a DAB receiver, a 40% increase year on year (16% in Q4, 2006).

Radio listening via mobile phone: Radio listening via mobile phone continues to rise steadily. The number of adults (aged 15+) who claim to have listened to the radio via a mobile phone has increased by 21% in comparison to the same period last year (7.8% in Q4, 2006, vs. 9.4% in Q4, 2007); while the number of 15 to 24-year-olds who say they have listened to the radio in this way has increased by 13% year on year (20.4% in Q4, 2006 vs. 22.6% in Q4, 2007).

Detailed data and individual radio station data, for both BBC and Commercial Radio stations, is available on the RAJAR web site at www.rajar.co.uk.

** This weekly reach figure is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.*

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